

**CASE STUDY**

WELLS FARGO

Harnessing Monthly Virtual Job Fairs to Drive Military Talent Acquisition

CHALLENGES

Wells Fargo approached Military Friendly® with a goal to enhance talent acquisition by attracting a diverse pool of skilled military candidates. Like many major employers, Wells Fargo aimed to diversify its pipeline but faced specific obstacles in identifying, engaging, and hiring veterans and military spouses effectively alongside the following challenges:

Finding Qualified Talent in a Competitive Market: Finding qualified talent is harder than ever in the current landscape. Wells Fargo found that traditional recruiting channels often missed the military community, which meant missing out on a workforce that is already proven, trained, and ready to deliver results.

Overcoming Location Barriers to Reach Candidates: Despite being a strong employer brand, Wells Fargo struggled to connect with talent outside of their immediate physical hiring hubs. They needed a solution to expand their geographic reach and access skilled workers regardless of where they were stationed or living.

Building Trust and Engagement with the Community: Successfully recruiting military-connected candidates requires more than just job postings; it requires authentic connection. Wells Fargo faced the challenge of building genuine trust and engagement with veterans and spouses to guide them into roles that utilized their unique skill sets.

SOLUTION

Wells Fargo partnered with Military Friendly® to launch a strategic initiative centered on exhibiting at monthly Virtual Job Fairs throughout 2024. By leveraging this technology-driven model, Wells Fargo's messaging and recruiters were placed directly in front of a qualified audience, delivering engagement beyond what static recruiting methods achieve:

- Direct Access to Talent
- Scalable Geographic Reach
- Pipeline Acceleration
- Cost-Effective Recruitment

RESULTS

The Virtual Job Fair initiative proved that major employers can overcome modern talent acquisition challenges by consistently showing up where the military community is active. By combining real-time engagement with a scalable virtual platform, Wells Fargo achieved measurable hiring success and built a robust pipeline of tested talent. This strategy moved beyond simple lead generation, resulting in high-quality interactions that allowed recruiters to screen candidates immediately and guide them toward specific roles, ultimately delivering a high volume of applications and referrals,.

1,740 Total Applications Submitted

647 Total Referrals for specific roles

302 Candidates working directly with a Military Liaison

14 Hires across key positions



WHY IT MATTERS

Virtual Job Fairs are more than just an event; they are a proven, scalable way to connect with the world's most tested talent and fill critical roles faster. Through this partnership, Wells Fargo successfully addressed its talent acquisition challenges, demonstrating that a tech-driven, consistent approach can strengthen the talent pipeline while reducing recruitment costs.



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